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Our Vision – Healthier Kansans living in safe and sustainable environments.

# Action Plan Overview

- Program goals
- SMART Annual Objective
- SMART Long-Term Objective
- Key Strategies and Activities

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# Program Goals

- Prevent the Initiation of Tobacco Use Among Young People
- Eliminate Nonsmokers' Exposure to Secondhand Smoke
- Promote Quitting Among Adults and Young People

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# Program Goals cont.

- Eliminating Disparities
  - Integrate into other program goals
- Other considerations
  - Do not incorporate two program goals together
  - Encourage following CDC recommendations

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# SMART Annual Objectives

- **S**pecific
- **M**easureable
- **A**chievable
- **R**elevant
- **T**ime bound

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# SMART Objectives cont.

- Choose outcomes you want to examine
  - Common Outcomes
    - Quitline usage
    - Increase coalition membership
    - Number of public places that become tobacco free
- Baseline information is **IMPORTANT**

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# Good example

By June 30, 2009 the average number of callers to the Kansas Tobacco Quitline per month will increase by 25% from a baseline of 20 callers per month in 2007

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# Bad Examples

- Decrease the proportion of high school cigarette smokers from 21% in 2007 to 1%
- By June 30<sup>th</sup>, 2009 increase the number of workplaces offering a worksite wellness program from a baseline of 2 in 2007 to 10,000
- Make sure every person in Kansas has a Dyson vacuum cleaner

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# Decide how to collect information

- Balance the following attributes:
  - **Accuracy**
  - **Completeness**
  - **Credibility**
  - **Timeliness**
  - **Resources**

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# Other Considerations

- Discuss proposed SMART objectives with your coalition to receive feedback
- SMART Objective alignment with remainder of grant

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# SMART Long-term Objectives

- Alignment with Healthy Kansas 2010 objectives
  - <http://healthykansans2010.org/>
- 5 year comprehensive tobacco prevention plan
- Community strategic plan

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# Key Strategies and Activities

- 5 areas
  - Community Intervention and Mobilization
  - Policy/Environmental Change
  - Counter-marketing
  - Surveillance and Evaluation
  - Physical Activity and Nutrition Strategies

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# Community Intervention/Mobilization

- Example Activities/Strategies
  - Coalition development
  - Coalition communication
  - Partnership with youth groups/organizations
  - Identification of other partnerships in community

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# Policy/Environmental Change

- Example Activities
  - **Clean Indoor Education**
  - **Tobacco – free School Grounds**
  - **Tobacco-free fairs**
  - **Youth Access**
  - **System Changes in health organizations**

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# Counter-marketing

- **Example Activities**
  - **Establishing a media plan**
  - **Media campaign on the dangers of secondhand smoke**
  - **Letter to the Editor campaign**
  - **Development of radio ads**
  - **Use pre-approved newspaper ads**

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# Surveillance and Evaluation

- Sample activities
  - Reporting of activities
  - Clean Indoor Air survey to measure support
  - Number of hits to website

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# Physical Activity/Nutrition (PAN)

- Example activities
  - Integrating promotion of QL in any activities related to PAN
  - Incorporate PAN into tobacco-related events (such as tobacco free fairs)

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# Other Considerations

- Include target group, lead role, and evaluation indicators for each activity and strategy
- Be sure to integrate specific populations into all strategies and activities
- Assign coalition members to help with strategies. The grant coordinator should not have to do it all.

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